

**GOVERNMENT OF MEGHALAYA**  
**MEGHALAYA STATE SKILLS DEVELOPMENT SOCIETY**

No. MSSDS/342/2020/210

Dated: Shillong, the 29<sup>th</sup> March, 2022

**NOTICE INVITING EXPRESSION OF INTEREST**

Meghalaya State Skills Development Society Shillong, Meghalaya, invites Expression of Interests (EOIs) from agencies (“Bidders”) for the provision of the creative and media services to Meghalaya State Skills Development Society (MSSDS).

The Detailed REOI can be downloaded online at <https://mssds.nic.in/> & [www.meghalaya.gov.in](http://www.meghalaya.gov.in)

The EOI shall be submitted to the Chief Executive Officer, Meghalaya State Skills Development Society, Meghalaya, Shillong on or before April 21, 2022 by 3:00 PM

Sd/-  
Executive Director  
Meghalaya State Skills Development Society

**GOVERNMENT OF MEGHALAYA  
MEGHALAYA STATE SKILLS DEVELOPMENT SOCIETY**

No. MSSDS/342/2020/210

Dated: Shillong, the 29<sup>th</sup> March, 2022

**DETAILED REQUEST FOR EXPRESSION OF INTEREST  
ENGAGEMENT OF CREATIVE & MEDIA PARTNER**

**SCHEDULE OF EOI PROCESS**

<b>Event Description</b>	<b>Scheduled Date</b>
Date of Publishing EOI	28 <sup>th</sup> March, 2022
Pre-Bid Conference	11 <sup>th</sup> April, 2022
Date of Submission of EOI	21 <sup>st</sup> April, 2022
Opening of Technical Proposal	21 <sup>st</sup> April, 2022
Last date for Scrutiny	May, 2022
Opening of Financial Proposal	May, 2022
Date of release of the result	May, 2022

Any amendments to the above schedule are subject to the decision of the Chief Executive Officer, Meghalaya State Skills Development Society, Labour Department, Government of Meghalaya

**3rd Floor, Grove Site Building, Keating Road, Shillong, Meghalaya – 793001**

**Ph. No. - (0364) 250 2243, Website: <https://mssds.nic.in> E-Mail: [skills-meg@nic.in](mailto:skills-meg@nic.in)**

## **Expression of Interest**

### **Background**

The Meghalaya State Skills Development Mission (MSSDM) seeks to develop a cohesive skill formation, entrepreneurship and placement framework for Meghalaya based on the current and emerging needs of the economies of the State, the region, the country and the world. To enable the implementation of the Mission an operational structure, the Meghalaya State Skills Development Society (MSSDS) was formed by the Government of Meghalaya. Objectives such as convergence of skill programmes, building training capacity, developing competitive training markets, and improving the relevance and quality of training are the broad objectives of MSSDS.

Since inception, the MSSDS has been implementing various skill development programmes funded by the Central and State Government. It facilitates to provide a menu of skills training options to meet the needs of different segments: rural and urban youth, girls and boys, drop-outs (at various levels) and school graduates, for those seeking employment within and outside Meghalaya and to enhance the livelihood of the self-employed.

Through upskilling, skilling and reskilling initiatives under MSSDS, youth have made their careers in various sectors of the economy and native trades have been boosted. Under the native sectors, traditional practices, basic machinery and integrated farming models have been provided marketing platforms, which have created a positive impact on the incomes and livelihood of trainees.

To continue the strategy for employment generation for the youth, MSSDS is undertaking the task of coordinating and harmonizing the skilling efforts across the State as a Single Nodal Agency. One of its' primary objectives is to promote awareness relating to skill development under various Government programmes and channel them, as also strengthen them for better delivery.

In order to achieve the project's objectives towards Institutional Strengthening and Inclusion, MSSDS shall engage a competent agency/ qualified and experienced consulting firm/Institution/organization to provide Communications Strategy and Plan Development, Mass, Outdoor and Digital - Media Campaign and Public Relations of MSSDDS' Projects and Initiatives. The Communication Agency shall provide support to the various skilling interventions that are and will be offered by MSSDS to generate awareness for the various interventions and help mobilize trainees. In addition, MSSDS would like to collate learnings and useful insights for dissemination to numerous stakeholders through knowledge products, newsletters, audio-visual and digital media. The communications activities will be taken up in the form of a concerted and well-coordinated campaign which is expected to result in a high degree of public confidence, goodwill and engagement with MSSDS' activities. The communications activities will have universal coverage of the entire State of Meghalaya.

An amount of Rs.13.0 Lakhs (Rupees Thirteen Lakhs) has been earmarked for the same under the Scheme “Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP)” of the Ministry of Skill Development and Entrepreneurship (MSDE).

## **TERMS OF REFERENCE**

### **A. Objective**

The main objective of the engagement is to support strategic and creative communications planning for campaigns, driving an integrated outreach across traditional and digital media channels to build and mobilize support for MSSDS and its stakeholders. It shall primarily be to:

1. Undertake the conceptualization of branding & promotion activities
2. Provide MSSDS with a strategic direction and corresponding action plan with regard to communications,
3. Provide a high level of visibility to the Project through branding, tools and a comprehensive campaign and
4. Support the development of creatives and knowledge products based on learnings and offerings.

### **B. Scope of Work**

The broad scope of work are listed but not limited to:

**B1 Plans:** The Agency in consultation with MSSDS shall formulate Integrated Promotion Plan (IPP) and Action Plans (APs) for the next 18 months detailing the strategy’s implementation will also be developed. The IPP and APs shall include:

1. Time based road map for promotion of various interventions in the State
2. Development of Communication Strategy
3. The Agency may suggest a plan which may include emerging and innovative mediums
4. Suggestions regarding the existing programs offered by MSSDS for the target audience under consideration.

It is envisaged that the IPP and general approach will require an effective mix of mass communications, general and targeted advocacy, community mobilization, and social messaging. The tools will range from mass media to social media, direct interaction, media engagement and the development of strong branding and platforms at the State level.

**B2 Strategic Planning and Management:**

1. Overall creative and strategic planning

2. Development of campaign theme
3. Development of Activity calendar
4. Support in developing key messages
5. Promotion through social media and mainstream media

**B3. Digital Media Strategy**

Produce a digital media strategy and content including but not limited to the following:

1. Platform recommendations and profile development
2. Support in social content and strategy
3. Development of content calendar
4. Develop a media plan in consultation with MSSDS to reach the specified target audience in accordance with the specified budget.
5. The media plan will include the plans for airing of spots/ PSAs on mass media channels including TV and radio; advertisements in newspapers, magazines; social media; outdoor campaign by installing / hiring hoardings and kiosks at the places of maximum visibility, etc.

**B4. Designing and production of creatives for the print, television, radio, online, outdoor and other media.**

Based on the IPP and communications strategy developed and accepted by MSSDS under B1 to B3 above, the Agency shall develop the following communication channels and materials (*this is an indicative, not exhaustive list*)

1. Production of Creative Material
  - a. Print Creatives, including advertorials, for release in domestic newspapers
  - b. Print Campaigns on themes that would be identified. These Creatives would be adaptable for use in the outdoor media. The Creatives would be produced with fresh shoot.
  - c. Creative campaigns for the online media
  - d. Radio spots on themes that would be identified
  - e. Television Commercials (TVCs) of 60 second duration, with 30 second / 20 second / 10 second edits for promoting vocational education and service offerings. The TVCs to be produced would be of international quality. The contents of the TVCs would be entirely by fresh shoot. The TVCs would be produced on turnkey basis.
  - f. Promotional Videos (in English and local languages) on testimonials from beneficiaries and short animation videos for current / future programs
  - g. Creative content for posts and blogs

2. Designing of advertorials / editorials and other publicity material, including brochures, maps, posters, calendar, carry bags etc.
3. Designing of Publicity Material
  - a. Posters on identified themes, with high quality, printable images
  - b. Brochures on identified themes/ subjects, in English and local languages (Khasi, Jaintia & Garo), with a minimum of 30 high quality, printable images in each brochure
4. Creation of Outreach Material: a tool-kit consisting of short-length AVs, flip-charts and posters, flash cards, caps, T-shirts, mobile-phone covers, bags, stickers etc. Folk media. Community radio support material.

The focus for this task will be on the creativity of the campaign concept offered and its innovativeness and efficacy in addressing the key target groups.

5. Extend of Services: The actual type and number of various creative outputs will be guided by the IPP and communications strategy proposed by the Agency and as accepted by the MSSDS.

MSSDS considers the following items outlined in the table below as minimum requirements at this stage which may be subject to variations.

<b>Concept, script, copy-layout and print-production of</b>	
Branding for MSSDS	End-to-end brand campaigns for various interventions
Television spots	At least 2 (two) to include: <ol style="list-style-type: none"> <li>1. 60-secs (and edits thereof): highlighting importance of Skilling and how it will benefit the youth.</li> <li>2. 60-secs (and edits thereof): Various interventions offered</li> </ol>
Radio spots	At least 4 (four)
Informational films	One 10-min film and three 4-min films;
Brochures/flyers/flash cards	Based on informational films – 4 four-page brochures and corresponding 4 one-page flyers and 3 10-set flash cards
Outreach toolkit	Print-ready design and artwork for bag, audio-visual adapted for display on mobiles/mobile app

	(4 spots of 1 min each), banner for village display, caps and pens as giveaways village board design, wall-paintings and outdoor media designs etc.
Brochure and multi-media presentation	For use by Project staff.
Multi-year calendar	Print-ready design and artwork
High-resolution photographs of key areas collected during film production	200 numbers.
Print advertisement	<ol style="list-style-type: none"> <li>1. Half-page colour print ad layout promoting intervention highlights and progress</li> <li>2. Adaptation of above to quarter page.</li> <li>3. Adaptations of both sizes to black and white</li> </ol>
Outdoor media	<ol style="list-style-type: none"> <li>1. Adaptation of half-page colour ad to hoarding layout in 3 sizes</li> <li>2. Adaptation of above to wall-painting layout in horizontal format</li> <li>3. Adaptation of above to village display board</li> <li>4. Signage for District offices</li> <li>5. Signage for buses, taxis and auto-rickshaws</li> </ol>
Briefing Note on how the communication tools are to be operationalized	For all mediums
Website	Based on the assessment, an action plan and content for pages and topics
Social media	Provide an action plan for enhancing visibility of the project and for highlighting progress and impacts across various platforms, along with developing content of the social media campaign

All items given in the table above, and variations thereof as described above, shall be provided in one original and 5 copy (Hard) and one soft copy in CD Rom/DVD and/or jpg/png format which is editable and reproduceable. The creative content

deliverables should be in multi-media format adaptable and reproduceable with one master copy and 5 copies.

### C. Timelines on Deliverables

The Agency shall complete the assignment within 6 (six) months from award of Contract.

SN	Particulars	M1	M2	M3	M4	M5	M6	M7
1.	Signing the contract; acceptance of final ToR							
2.	Submission and acceptance of the Integrated Promotion Plan (IPP) and Action Plans (APs) for the next 18 months							
3.	Development of campaign theme and activity calendar							
4.	Produce a digital media strategy and content							
5.	Designing and production of creatives for the print, television, radio, online, outdoor and other media							
6.	Finalization and acceptance of digital content and creatives							

### D. Management and Reporting Arrangements

The focal point of the agency is expected to work closely with MSSDS for guidance and support. The agency will coordinate with the Programme Manager (SANKALP) for all technical deliverables and support required.

### E. Confidentiality

All discussions and documents relating to this ToR will be treated as confidential by the parties. Any document, tools, templates, etc. developed through this assignment is the property of the MSSDS who will have sole ownership on it.

### F. Eligibility Criteria – Agency Profile

1. The firm should be in business for the last five years. (copies of registration, PAN, TAN, GST or any other relevant registrations etc. to be enclosed)
2. The firm should have an average annual turnover of at least INR 2 Crore in the last three years. (Audited statements of last three FY – from 2017-18 to 2019-20 to be enclosed)
3. At least 3 years - experience in developing communication strategy related to skill



development activities. (Relevant contracts or work orders to be enclosed)

4. Experience in creating brands, creatives and knowledge-based products like TV or Radio jingles, short films etc. relevant to MSSDS' projects and initiatives. (Three references, including contact information for each. The references should be for past clients for whom similar work was done).
5. Experience of working with Central or State Governments (relevant contracts or work orders to be enclosed)
6. Experience in developing relevant communications materials in English and the local languages such as Khasi and Garo will be preferred.
7. The firm should not have unsatisfactory track record resulting in adverse action taken by Central/State Governments in India (an undertaking must be submitted)

## **G. Instructions to Applicants**

Application to be submitted to the Executive Director, MSSDS with the following documents:

1. Name, Address and Contact Details of the Applicant along with a brief summary of the firm.
2. Self-attested copy of registration, PAN number and self-attested copy of PAN card.
3. Relevant qualifications and prior experience in developing communication strategy related to skill development activities. (Relevant contracts or work orders to be enclosed).
4. Details of Experience in creating brands, creatives and knowledge-based products like TV or Radio jingles, short films etc. relevant to MSSDS' projects and initiatives. (Three references, including contact information for each. The references should be for past clients for whom similar work was done).
5. Details of Experience of working with Central or State Governments (relevant contracts or work orders to be enclosed)
6. Proposal with both technical and financial aspects including timeframe, methodology and deliverables.
7. Updated Ink-signed CV / Resume of the Team Members to be engaged.
8. The applicant shall submit the Bid document fees amounting Rupees Five Thousand (**Rs. 5,000**) in the form of Demand Draft/Pay order from any Scheduled Commercial bank in India favouring **Meghalaya State Skill Development Society, payable at Shillong**. The cost of EoI documents is non-refundable.
9. Earnest Money Deposit:
  - a. The proposal must be accompanied by earnest money deposit of Rupees One Lakh only (**Rs.1,00,000/-**) in the form of Demand Draft favouring **Meghalaya**

**State Skill Development Society, payable at Shillong** without which the proposal will be rejected outright. Earnest money deposit will not be accepted in cash or any other manner. No interest is payable on the amount of E.M.D.

- b. The Earnest money deposit will be refunded or returned (along with necessary endorsement for payment) to the bidders whose proposals are not accepted by MSSDS within two months from date of opening of financial bid. However, for the successful bidder, the Earnest money deposit so submitted will be refunded on submission of Bank guarantee.
- c. Non-acceptance of an award resulting from this Eol process would entail forfeiture of the Earnest Money Deposit.

#### **H. General Terms & Conditions**

1. The Eol process involves a two-stage evaluation namely, Technical Proposal followed by the evaluation of the Financial Proposal.
2. The Bidder shall submit only one Proposal (also referred to as Eol response or Eol documents herein)
3. Proposal should be in the specified format in English Language
4. The Bidder is not permitted to modify, substitute or withdraw their Proposal after submission
5. Proposal should be valid for a period of 180 days from the date of opening of Eols.
6. The original Proposal shall be prepared in indelible ink. It shall contain no interlineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be attested by the person or persons who sign(s) the Proposals.
7. An authorized representative of the bidder should sign on all the pages of the Proposal. The representative's authorization should be confirmed by a written Board Resolution accompanying the Proposal (if applicable).
8. Bidder should specify all required details in Financial Proposal both in number as well as words. If there is a discrepancy between words and figures, the quote in words shall prevail.
9. During this period of the Eol validity, the bidder is expected to keep available the key team of professionals proposed for the assignment. MSSDS will make its best effort to complete evaluation process within this period.
10. MSSDS may ask for further extension regarding validity of the Eols which may be accepted or rejected by the bidder.
11. MSSDS reserves the right to accept or reject any proposal, and to annul the Eol process and reject all Eols any time at its discretion without assigning any reason

for the same prior to award of contract, without thereby incurring any liability to the affected party(ies) or any obligation to inform the affected party(ies) of the grounds for such decision. Decision of MSSDS would be final and binding on the all. All direct or indirect cost associated with the preparation of the proposal, presentations, evaluations, finalization of the contract, including visits to the Client, are not reimbursable. MSSDS will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Eol process.

12. The Proposal shall be neatly arranged, and typewritten on white paper with consecutively numbered page. It should not contain any terms and conditions, which are not applicable to the Eol.
13. The Proposal and all details submitted by the bidder subsequently shall be signed and stamped on each page in token of acceptance by a person, legally authorized to enter into agreement on behalf of the bidder. Corrections/alteration, if any, shall also be signed by the same person. Bidder shall submit Board Resolution in favour of the person who signs the Eol and subsequent submissions on behalf of the Bidder.
14. Bidder may regularly visit MSSDS website for any information / clarification / addendum / corrigendum etc. related to this REOI, processing of Eols received, award of job, etc. MSSDS shall not be liable to send any individual information or publish a public notice for any further information regarding this REOI.

#### **I. Proposal Clarifications / Presentations Proposal Clarifications / Proposal Presentations**

1. During evaluation of the Eols, the bidder may be requested for clarification on their proposal. MSSDS may ask for any additional supporting documents. Such clarifications/supporting documents are to be provided in writing and would need to be substantive. Non-substantive and non-responsiveness on the part of the bidder may lead to disqualification of bidder.
2. Bidder will be called upon with prior notice to make presentations as per the time frame specified, to support proposal evaluation. This is only to enumerate and seek clarifications on the submissions made by the bidder in their proposal. No new material or deviations from proposal would be entertained during this process.
3. Information provided by bidder through clarifications and/or presentations shall be taken into account for proposal evaluation.

#### **J. Venue & Deadline for Submission of Proposal**

Proposals may be submitted in any of the following modes:

Hard copy in sealed envelope containing both the Technical and Financial proposals clearly labelled to the office of the Executive Director, Meghalaya State Skills Development Society, Grove Site Building, Keating Road, Shillong- 793001

Or,

Electronic mode in pdf format that is password protected. Password to be provided on the date and time of the opening of proposals to skills-meg@gov.in.

Deadline for the applications is 21<sup>st</sup> April, 2022. Only shortlisted agencies will be contacted for further details.

## **K. Opening of Proposals**

The proposals received within the specified deadline would be opened at the specified date and time as indicated. Proposals received after the deadline shall be returned unopened to the respective bidder.

## **L. Evaluation of Proposals**

L1 Eligibility: Assessment of the eligibility criteria below will be done to determine whether the proposal submitted conforms to all mandatory criteria specified to merit further evaluation.

<b>SN</b>	<b>Criteria</b>	<b>Compliance</b>	<b>Reference Document</b>
1	Should be legally registered entity / agency	Yes/No	Registration Certificate
2	The bidder must have relevant experience	Yes/No	Experience Certificate
3	Details of similar works undertaken	Yes/No	Work Orders and Completion Certificate
4	CVs of Team members	Yes/No	Ink-Signed CV of Team Members

Only those bidders who meet the eligibility criteria specified above will be eligible to respond to this EoI. The bidder's eligibility proposal shall contain the relevant information supporting documents (specified above against each criteria) to substantiate the eligibility of the bidder vis-à-vis the eligibility criteria.

### **L2 Process & Method of Evaluation:**

1. Screening of EOIs shall be carried by a Committee constituted by MSSDS out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
2. EOI will be evaluated for shortlisting inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and proposal to the selection committee whose decision will be final.
3. The proposals of only qualified parties as per the pre-qualification criteria shall be evaluated.

4. The evaluation shall be strictly based on the information and supporting documents provided by the applicants. It is the responsibility of the applicants to provide all supporting documents as listed in forms necessary to fulfil the mandatory eligibility criteria.
5. The office of the Executive Director, MSSDS will take up references and reserves the right to pay due attention to the Applicant's performance elsewhere and any past experience.
6. The qualifying score in the technical evaluation is 70 out of the total score of 100. If adequate nos. of firms do not qualify, then, MSSDS, Shillong may reduce the qualifying score, however, it shall not be less than 60.
7. Financial Proposal will be opened for the applicants those qualified in the technical evaluation only.
8. The committee shall adopt QCBS method for evaluation and examine the information supplied by the applicants as well as evaluate the same as per the eligibility criteria specified in this EOI. The Committee will also evaluate the Financial Proposal for the Project submitted by the bidder. For the overall evaluation combine score of technical and financial evaluation shall be taken into the consideration in the ratio of 70:30 (weightage).

**L3 Technical Evaluation Methodology:**

1. MSSDS, Meghalaya evaluation in this regard shall be final and binding on all Bidders. The Technical evaluation of the proposals shall be carried out in order to determine whether the Bidder is competent enough and whether the bidder's proposal technically qualifies with the requirements set forth in the technical proposal shall be marked according to the following criteria:

SN	Evaluation Criteria	Total Marks
1.	Bidder's Experience	35
2.	Proposed Strategy	45
3.	Proposed Resources for Deployment	15

The following sections explain how the Bidders will be evaluated on each of the evaluation criteria.

**a. Bidder's Experience**

#	Criteria	Details	Documentary Evidence	Marks allotted
1	Experience of large promotional and Marketing campaigns	The Bidder should have the experience of handling large promotional and marketing campaign for clients based in India in the last 7 years.	Work Orders for each citation with detailed scope of work and campaign work outputs	15

		<p>4 or more citations = 15 Marks</p> <p>3 Citations = 10 Marks</p> <p>2 Citations = 7 Marks</p> <p>1 Citation = 4 Marks</p> <p>&lt; 1 Citation = 0 Marks</p>		
2	Experience of handling 360 degree campaigns distinct clients	<p>The Bidder should have the experience of handling 360 degree campaign covering designing / production of Creatives / commercials for various media including print, TV, radio, online, outdoor, etc., and digital media (social media, internet marketing, blogs, etc.) for distinct clients in the last 7 years:</p> <p>4 or more citations = 15 Marks</p> <p>3 Citations = 10 Marks</p> <p>2 Citations = 7 Marks</p> <p>1 Citation = 4 Marks</p> <p>&lt; 1 Citation = 0 Marks</p>	Work Orders for each citation with detailed scope of work and campaign work outputs	15
3	Awards	<p>Bidder should have won recognized awards for their creative work in the last 7 years.</p> <p>Awards for &gt;3 citations = 5 Mark</p> <p>Awards for 2 citations = 3 Marks</p> <p>Awards for 1 citation = 1 Marks</p> <p>No Awards = 0 Mark</p>	Copy of Award Certificates from the client/ agency responsible for the award ceremony	5
4	Creatives	<p>Excellent 10</p> <p>Very Good 8</p> <p>Good 6</p> <p>Average 4</p>	Sample Creatives as prepared for past campaigns undertaken by the bidder, submitted (hardcopy & softcopy) for traditional, new and digital medium	10

b. Proposed Strategy / Methodology

#	Criteria	Details	Marks Allotted
1	Creative vision and strategy	- Understanding of the overall objective of promotion and branding for MSSDS (10) - Specific Strategies for various promotion mediums including traditional, new and digital. (10)	20
2	Proposed number of Creatives	Type and number of various creative outputs proposed to be developed by the Bidder: Television spots (5) > 3 60-secs (and edits thereof) - 5 3 60-secs (and edits thereof) - 3 2 60-secs (and edits thereof) - 2 < 2 60-secs (and edits thereof) - 0  Radio spots (5) > 5 spots - 5 5 spots - 3 4 spots - 2 < 4 spots - 0  Informational films (5) > 5 films - 5 5 films - 3 4 films - 2 < 4 films - 0	15
4	Client Servicing Work Plan	Detailed Work Plan (3) Manpower planning and scheduling (2)	5

c. Proposed Resources for Deployment

#	Criteria	Details	Marks Allotted
1	Number of Resources proposed to be deployed	> 9 resources – 15 8 resources – 10 7 resources – 7 6 resources – 4 < 6 resources – 0	15

2. The highest technical scored by the bidder will be awarded 100 points. The technical scores of other Bidders will be calculated as:

$$T_n = (T_s / T_h) \times 100$$

Where

Tn = Normalized Technical score of the bidder under consideration

Ts = stands for the technical score of bidders under consideration

Th= stands for Highest Technical Score

3. If deemed necessary, MSSDS in its sole discretion may make variations in the cut off score for technical evaluation including criteria for technical evaluation.
4. The score of technical and financial evaluation have weightage in proportion of 80:20, to select the successful bidder.
5. MSSDS may at its sole discretion, waive-off any minor informality or nonconformity or irregularity in a Bid Document, which does not constitute a material deviation, provided such a waiver does not prejudice or affect the relative ranking of any Bidder.
6. Financial bids of only those bidders who obtain minimum 70% score in overall Technical Evaluation shall be opened. Cost shall be calculated based on price summary given in the Document.

#### L4 Financial Evaluation Methodology

1. For financial evaluation, the total cost indicated in the Financial Proposal will be considered. The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
2. The authority will determine whether the Financial Proposals are complete and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the firm to be compensated and the liability to fulfil its obligations as per the scope of Work within the total quoted price shall be that of the Education.
3. The lowest Financial Proposal (Fm) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

The lowest financial offer will be awarded 100 points. The Price scores of other Bidders will be calculated as:

$$F_n = (F_m/F_b) \times 100$$

Where

F<sub>n</sub> = Normalised financial score of the bidder under consideration

F<sub>b</sub> = Price quoted by the bidder under consideration

F<sub>m</sub> = Lowest price quoted

#### L5 Quality Cum Cost Based Selection (QCBS)

1. After the Technical evaluation, the evaluation committee will evaluate each of the Technically Qualified bidders' response based on technical and commercial parameters.



2. The weightage of the technical and commercial parameters will be in the ratio of 70:30, respectively.
3. For calculation of the combined Technical and Price Score of all bidders, the following formula will be used:

$$\text{Total Score} = T_n + F_n$$

Bidder scoring highest "Total Score" will be given the highest priority and will be selected.

In case of tie, the bidder securing higher Technical Score would be given preference. The Selected Bidder shall be the first ranked Bidder (having the highest combined score). The second-ranked Bidder shall be kept in reserve and may be invited for negotiations in case the first ranked Bidder withdraws or fails to comply with the requirements specified in the EOI.

#### **M. Condition under which EOI is issued**

EOI Opening Date & Time: April 21, 2022 at 4:00 PM

1. All information contained in this EOI subsequently provided are in good faith.
2. This EOI is not an agreement or an offer by MSSDS to the prospective applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation and submission of their applications pursuant to this EOI.
3. This EOI includes statements, which reflect various assumptions and assessments arrived at by MSSDS in relation to the selection of creative & partner. Such assumptions, assessments and statements do not purport to contain all the information that each applicant may require.
4. MSSDS accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this EOI.
5. MSSDS may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI, without assigning any reason or providing any notice and without accepting any liability for the same.
6. The issue of this EOI does not imply that MSSDS is bound to select an applicant or to appoint the selected applicant, as the case may be. MSSDS reserves the right to cancel this request for EOI and/ or invite afresh with or without amendments to this request for EOI, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is merely indicative.

**FORMAT – 1**  
**APPLICANT’S EXPRESSION OF INTEREST**

To,

The Chief Executive Officer  
Meghalaya State Skills Development Society  
Meghalaya, Shillong

Sub: Submission of Expression of Interest for the provision of the creative and media services to Meghalaya State Skills Development Society (MSSDS)

Ref: No. MSSDS/342/2020/210, dated 29<sup>th</sup> March, 2022

Dear Sir,

In response to the Invitation for Expressions of Interest (EOI) published on 29<sup>th</sup> March, 2022 for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach the following documents in separately sealed envelope:

1. Organizational Contact Details & Application form as per Format-2.
2. Financial strength of the company as per Format-3.
3. Experience of the organization in developing communication strategy related to skill development activities as per Format-4.
4. Experience in creating relevant brands, creatives and knowledge-based products like TV or Radio jingles, short films etc as per Format-5.
5. Experience of working with Central or State Governments as per Format-6.
6. Declaration as per Format-7.
7. Technical Proposal including timeframe, methodology, deliverables and proposed Resources for Deployment.
8. Financial Proposal as per Format- 8, 9 and 10
9. CVs of Team members as per Format 11
10. Power of Attorney in favour of Authorized Signatory with long and short signatures of Authorized person.

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Date:

Encl: As above

Note: This is to be furnished on the letter head of the organization

## **FORMAT-2: APPLICATION FORM TO BE SUBMITTED**

(To be filled in by an authorized representative of the applicant organization)

### **PART – I**

1. Name, address, telephone No. Fax No. /e-mail ID of the head office of the organization/institution
2. Address and telephone no. of the functional centre for which the application is being submitted
3. Nature of the organization/institution (e.g. not for profit, or commercial or registered society or trust etc.)
4. Main area of business
5. Date of establishment
6. Whether registered under the Societies Registration Act, 1860 or any relevant Act of the State Govt./Union Territory Administration or under any State Law relating to registration of literary, scientific and charitable societies or as a public trust or as a charitable company, if so:
  - a) Give name of the act under which registered
  - b) Registration no. and date of registration (Please attach an attested photocopy thereof)
  - c) Period up to which valid
7. GST registration no.
8. Permanent Account Number (PAN)
9. Details of Contact Person
  - a) Name & Designation
  - b) Telephone No. (with STD Code)
  - c) Mobile No.
  - d) Email ID
10. Website

Signature of the applicant

Full name of the applicant

Stamp:

Date

**FORMAT 3: FINANCIAL STRENGTH OF THE ORGANIZATION**

<b>SN</b>	<b>Financial Year</b>	<b>Whether profitable Yes/No</b>	<b>Annual net profit (in INR - Lakhs)</b>	<b>Overall annual turnover (in INR - Lakhs)</b>	<b>Annual turnover from only ERP trainings rendered in India (in INR -Lakhs)</b>
1	2018-19				
2	2019-20				
3	2020-21				
Note: Please enclose auditor's certificate in support of your claim.					

Signature of the applicant  
Full name of applicant  
Stamp & Date

**FORMAT-4: EXPERIENCE IN DEVELOPING COMMUNICATION STRATEGY  
RELATED TO SKILL DEVELOPMENT ACTIVITIES**

<b>SN</b>	<b>Name of the Assignment</b>	<b>Order Value of each assignment (in INR - Lakhs)</b>	<b>Name of Client / Organization</b>

(More rows may be added)

Signature of the applicant  
Full name of applicant  
Stamp & Date

**FORMAT-5: EXPERIENCE IN CREATING RELEVANT BRANDS, CREATIVES AND KNOWLEDGE-BASED PRODUCTS LIKE TV OR RADIO JINGLES, SHORT FILMS**

SN	Name of the Assignment	Product Created	Language of Content	Order Value of each assignment (in INR - Lakhs)	Name of Client / Organization

(More rows may be added)

Signature of the applicant  
 Full name of applicant  
 Stamp & Date

**FORMAT-6: EXPERIENCE OF WORKING WITH CENTRAL OR STATE  
GOVERNMENTS**

<b>SN</b>	<b>Name of the Assignment</b>	<b>Order Value of each assignment (in INR - Lakhs)</b>	<b>Name of Client / Organization</b>

(More rows may be added)

Signature of the applicant  
Full name of applicant  
Stamp & Date

## FORMAT 7 - DECLARATION

(The Declaration Letter is to be submitted by Company Secretary/Authorized Representative and Signatory on Company's Letterhead with his/her dated Sign and Seal)

To,

The Chief Executive Officer  
Meghalaya State Skills Development Society,  
Shillong  
Meghalaya

In reference to the EOI No \_\_\_\_\_ dated ....., as a representative(s) of ..... (name of the applicant's organization), I/We hereby declare that our organization ..... is having unblemished past record and was not declared blacklisted or ineligible to participate for bidding till the time of submission of response to this EOI by any State/Central Govt. or PSU due to unsatisfactory performance, beach of general or specific instructions, corrupt/fraudulent or any other unethical business practices.

For and on behalf of:

Signature:

Name:

Designation:

(Company Seal)

(Authorized Representative and Signatory)



## FORMAT 8 – FINANCIAL PROPOSAL

To:

The Chief Executive Officer (CEO)  
Meghalaya State Skill Development Society  
3<sup>rd</sup> Floor, Grove Site Building, Keating Road  
Shillong, Meghalaya – 793001

Dear Sir:

We, the undersigned, offer to provide the services for in accordance with your Request for Expression of Interest for the provision of the creative and media services to Meghalaya State Skills Development Society (MSSDS) dated 29<sup>th</sup> March, 2022 and our Technical Proposal.

Our Financial Proposal is for the amount of Rupees {Insert amount(s) in words and figures}, [*Insert “including” or “excluding”*] of all indirect local taxes. The estimated amount of local indirect taxes is {Insert currency} {Insert amount in words and figures} which shall be confirmed or adjusted, if needed, during negotiations.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature {In full and initials}: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

In the capacity of: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

**{For a joint venture, either all members shall sign or only the lead member, in which case the power of attorney to sign on behalf of all members shall be attached.}**

## FORMAT 9 – SUMMARY OF COSTS

Item	Cost			
	{ Delete columns which are not used.}			
	In INR Rupees			
<b>Competitive Components</b>				
Remuneration, Key Experts				
Reimbursable Expenses				
<b>Sub-Total</b>				
<b>Total Cost of the Financial Proposal <sup>1</sup></b>				
<b>Indirect Local Tax Estimates <sup>2</sup></b>				
(i) {insert type of tax: e.g., GST}				
(ii) {insert type of tax}				
<b><u>Total Estimate for Indirect Local</u></b>				
<b><u>Total Cost inclusive of Tax</u></b>				

<sup>1</sup> Should match the amount in Form FORMAT 8.

<sup>2</sup> To be discussed and finalized at the negotiations if the Contract is awarded.

### FORMAT 10 – BREAKDOWN FINANCIAL PROPOSAL

Information to be provided in this Form shall only be used to demonstrate the basis for calculation of the Contract ceiling amount, to calculate applicable taxes at contract negotiations and, if needed, to establish payments to the partner for possible additional services requested by the Client. This form shall not be used as a basis for payments under Lump-Sum contracts.

Type of Expense	Quantity	Unit	Currency	Unit Price	Total
<b>Total: Reimbursable Expenses</b>					

**FORMAT 11 - CURRICULUM VITAE (CV)**

<b>Position Title and No.</b>	{e.g., K-1, TEAM LEADER}
<b>Name of Firm</b>	<i>Insert name of firm proposing the expert</i>
<b>Name of Expert:</b>	{Insert full name}
<b>Date of Birth:</b>	{day/month/year}
<b>Citizenship</b>	

**Education:** {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

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**Employment record relevant to the assignment:** {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, *type of employment (full time, part time, contractual)*, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. **Past employment that is not relevant to the assignment does not need to be included.**}

<b>Period</b>	<b>Employing organization and your title/position. Contact information for references</b>	<b>Summary of activities performed relevant to the Assignment</b>
[e.g., May 2005-present]	[e.g., Employer...  For references: Tel...../e-mail.....; Ms./Mr.XXXX, designation]	

**Membership in Professional Associations and Publications:**

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**Language Skills (indicate only languages in which you can work):** \_\_\_\_\_

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**Adequacy for the Assignment:**

<b>Detailed Tasks Assigned on Bidder’s Team of Experts:</b>	<b>Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks</b>
<b>{List all deliverables/tasks in which the Expert will be involved}</b>	

**Expert’s contact information:** (e-mail....., phone.....)

**Certification:**

I, the undersigned, certify to the best of my knowledge and belief that

*(i) This CV correctly describes my qualifications and experience*

*(ii) I am not a current employee of MSSDS*

*(iii) In the absence of medical incapacity, I will undertake this assignment for the duration and in terms of the inputs specified for me in Format 11 provided team mobilization takes place within the validity of this proposal.*

*(iv) I was not part of the team who wrote the terms of reference for this EOI assignment*

*(v) I certify that I have been informed by the firm that it is including my CV in the Proposal for the {name of project and contract}. I confirm that I will be available to carry out the assignment for which my CV has been submitted in accordance with the implementation arrangements and schedule set out in the Proposal.*

I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_ Date: \_\_\_\_\_  
*[Signature of expert]* *Day/Month/Year*  
Full name of authorized representative: \_\_\_\_\_